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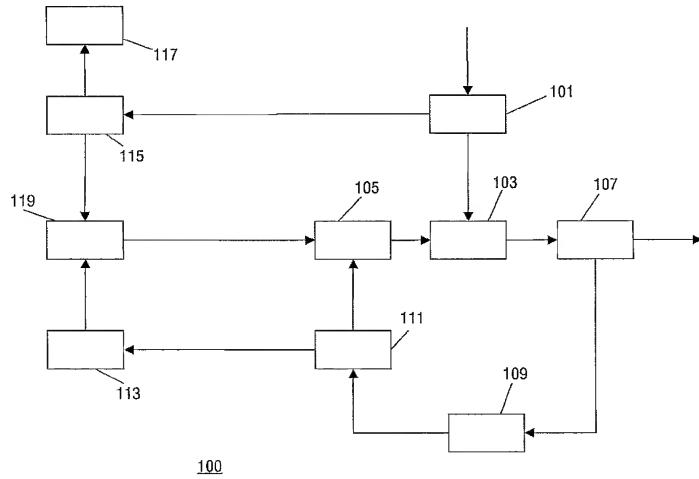
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(54) Title: VIDEO ENCODING METHOD AND APPARATUS



(57) **Abstract:** A video encoder generates a plurality of reference blocks (111) and an image block of an image. An image selector (105) selects one reference block and an encoder (103, 107) codes the image block using the selected reference block. A first transform processor (113) generates transformed reference blocks by applying an associative image transform to each of the reference blocks and a second transform processor (115) generates a transformed image block by applying the associative image transform to the first image block. The video encoder (100) comprises an analysis processor (117) analyzing the image in response to data of the transformed image block. A residual processor (119) generates a plurality of residual image blocks as the difference between the transformed image block and each of the transformed reference blocks, and the appropriate reference block is selected in response. By using an associative transform, such as a Hadamard transform, transform data suitable both for image analysis and reference block selection is generated by the same operation.

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